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Hospitality Promising Practices

March 25, 2008





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Michigan Tourism Update

- Michigan economy in recession
 - U of M forecast no recovery until early 09*
- Michigan tourism trending upward
 - Slow growth in MI since 2003 ... But below U.S. levels
 - Gas prices have not had an extreme impact on Michigan travel patterns ...
YET

*Source: 2004-2007 U of M RSQE forecast



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Michigan Tourism

- Leisure & Hospitality will show the greatest rate of growth of any sector in the Michigan economy
- Second leading generator of the number of jobs after Education/Health Care

Source: 2004-2007 U of M RSQE forecast



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Michigan Tourism

- #7 most visited state for both leisure and all travel (business and leisure)
- Visitors spent \$18.8 billion traveling Michigan (leisure travel is \$13.3 billion of that total)
- That spending funds 200,000 + jobs statewide
- And generates \$1.1 billion in state tax collections

Source: 2007 Travel Michigan



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Hospitality Training as part of the Strategic Plan





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Strategic Plan

- 2006-MSU/Travel Michigan formed an Industry Planning Council
- Diverse group of industry members provided input
- Two year study concluded-much work is needed in several areas
- Travel Commission accepted responsibility to move plan forward



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Strategic Plan

- The “Big Eight” Issues
 - o Collaboration and Partnership
 - o Funding
 - o Hospitality Training
 - o Industry Organization and Leadership
 - o Promotion and Media
 - o Public Policy and Government Relations
 - o Research and Market Segmentation
 - o Visitor Experience



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Hospitality Training

- Travel Commission adopted SE Michigan RSA program
- Pilot-Boyne City on 4/21/08
- Evaluate outcome of pilot
- Make adjustments if necessary & roll out state-wide



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Welcome to Pure Michigan

Welcome to the place where to-do lists and busy schedules stop screaming for attention. Welcome to a better state. The place where unspoiled nature and authentic character revive our spirits. Welcome to Pure Michigan.

Golf

In Michigan, long days, relaxing weather and more than 800 pristine courses make for a perfect tee time. Whether you bring your A game or your hack dreams, Michigan has more golf than you can handle. Because playing golf all day is Pure Michigan.

play video

WEEKLY FEATURE

Spring for a Pure Michigan Break

When school is out there are plenty of places to enjoy a mid-winter break including Michigan's northern ski slopes, state parks and urban centers.

FEATURED DESTINATIONS

Grand Rapids

Explore the one-of-a-kind world of Grand Rapids. Discover a place that is genuine and true. Where new sights, sounds and smells welcome you at every turn. And the only thing

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Spring for a Pure Michigan Break

Wednesday, March 05, 2008

OUTDOOR EXPEDITIONS


Feel the sun on your face as you swoosh down one of Michigan's many ski runs, glide across the trails or snowshoe in serenity. Or, find out what it's like to live as a park ranger by reserving the former park ranger home at one of Michigan's State Parks.

[Outdoor Expeditions](#)



URBAN SAFARI

Cruise into one of Michigan's great downtowns for an eclectic mix of eateries, cultural happenings, a wide variety of entertainment and boutique shopping.



FEATURED DESTINATIONS

[Grand Rapids](#)

Explore the one-of-a-kind world of Grand Rapids. Discover a place that is genuine and true. Where new sights, sounds and smells welcome you at every turn. And the only thing

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Deals Casinos Attractions Golf Paddle Sports Snow Sports Outdoors Shopping Events Dining

Things to Do

Fun. Between meetings, appointments and errands, fun is the thing that's most often postponed. But among 11,000 inland lakes, thousands of acres of national parks and the thriving nightlife of world-class cities, fun always tops the agenda in Pure Michigan.



The Detroit Institute of Arts (DIA)
The DIA has been a beacon of culture for the Detroit area for well over a century. Enjoy a "virtual" dining experience in 18th century Europe; dance with a life-size video of an African ceremony; with a handheld computer take a multimedia tour of Diego Rivera's Detroit Industry murals.

Photo courtesy of Midwest Living

WEEKLY FEATURE

Spring for a Pure Michigan Break
When school is out there are plenty of ways to enjoy a mid-winter break.

FEATURED DESTINATIONS

Grand Rapids
Explore the one-of-a-kind world of Grand Rapids. Discover a place that is genuine and

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Pure Michigan Experiences

Share your favorite Pure Michigan travel experiences with other visitors to michigan.org. We want to know about your **favorite** Michigan getaway, canoe trip, fishing adventure, golf outing or skiing excursion -- or any other great Michigan travel experience or destination. [Click here](#) to share your favorite Pure Michigan travel experience.

Below read about Pure Michigan travel experiences of other Michigan visitors.



Torch Lake & Elk Rapids

We go "up north" to Elk Rapids and Torch Lake often during the summer and early Fall. It is a family favorite. Elk Rapids is a small town that transforms itself into a wonderful little tourist community in the summer and fall. You can walk down the main street and visit unique art galleries, like Mullaly's. Really interesting pieces, and Barb is the owner. Across the street is the Harbor Cafe, which is always great for breakfast. It's sometimes a bit slow and/or

[more about this experience](#)

OTHER PURE MICHIGAN EXPERIENCES

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Grand Rapids

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March 2008 Travel Industry

March 2008 Travel Industry News Update

Below, you'll find the latest tourism industry news, initiatives and awards, as well as the most up-to-date Travel Michigan program updates.

Travel Michigan, a division of the Michigan Economic Development Corporation, is the State of Michigan's official agency for the promotion of tourism.

- [News from Travel Michigan's Director, George Zimmermann](#)
- [News & Views from Michigan Travel Commission Chair, Chris MacInnes](#)
- [michigan.org Web Site Updates for February](#)
- [Digital Images Needed!](#)
- [Advertise with Travel Michigan's Explore Channel](#)
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Driving Tourism Conference

April 14-15, 2008

The screenshot shows a web browser window titled "Michigan Hotel, Motel & Resort Association - Microsoft Internet Explorer". The address bar displays "http://michiganhotels.org/assoc/meetings.html". The page features the Michigan Lodging and Tourism Association logo at the top left, which includes a map of Michigan. To the right of the logo is a collage of Michigan scenic images. Below the logo, a navigation menu lists links: "Annual Conference", "About MLTA", "Membership Benefits", "Board of Directors", "Chairman's Message", "In The News", "Hospitality Jobs", "Government Affairs", "Advertising", "Allied Members", "Student Information", "Student Scholarship Information", and "Members - Forget". The main content area is titled "Annual Conference Driving Tourism 2008 - April 14-15 Amway Grand Plaza, Grand Rapids". It features a large image of a city skyline at night with the text "Driving Tourism 2008" overlaid. Below this image, it states "Michigan State University Basketball Coach Tom Izzo to Speak at cto". The "Main Premier Sponsor" is listed as "Midwest Living". On the right side of the page, there are sections for "2008 Conference Sponsors" (listing Log Cabin, Dow-Howell-Gilmore Associates Inc., and Fox 17 WXMJ-TV) and "2008 Conference Exhibitors" (listing Goodman Company C.P. Amana, Hanscom & Associates, and Lady Americana Mattress Co.). The browser's taskbar at the bottom shows the start button and several open applications, including "Inbox - Micros...", "Michigan.org - A...", "Michigan Hotel, ...", and "Microsoft Power...". The system clock indicates the time is 12:30 PM.



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Any Questions?



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